L Number	Hits	Search Text	DB	Time stamp
3	0	"lifestyle marketing"	USPAT;	2002/09/10 10:31
	_	massy to maintaining	US-PGPUB;	-33200710 10.01
			EPO; JPO;	
			DERWENT;	
İ			IBM_TDB	
4	0	"lifestyle and marketing"	USPAT;	2002/09/10 10:31
			US-PGPUB;	
			EPO; JPO;	
			DERWENT;	
_	470		IBM_TDB	
5	179	"lifestyle " and "marketing"	USPAT;	2002/09/10 10:33
			US-PGPUB;	
			EPO; JPO; DERWENT;	
			IBM TDB	
6	84	"lifestyle " and "marketing"	USPAT;	2002/09/10 10:33
ľ	5 4	I mostyle and marketing	EPO; JPO;	2002/03/10 10:55
			DERWENT	
7	84	"lifestyle " and "marketing"	USPAT:	2002/09/10 10:44
		3	EPO; JPO;	
			DERWENT;	
			IBM_TDB	
8	84	("lifestyle " and "marketing") and (occasion\$2 or lifestyle)	USPAT;	2002/09/10 10:46
			EPO; JPO;	
			DERWENT;	
ا	_		IBM_TDB	
9	5	(("lifestyle " and "marketing") and (occasion\$2 or lifestyle)) and	USPAT;	2002/09/10 10:58
		(daily adj occasions pr daily adj activities)	EPO; JPO;	
]			DERWENT;	
10	1	(("lifestyle " and "marketing") and (occasion\$2 or lifestyle)) and	IBM_TDB USPAT;	2002/09/10 11:16
'0		(daily adj occasions or daily adj activities)	EPO; JPO;	2002/09/10 11.16
		dully adjoccasions of daily adjactivities	DERWENT;	
			IBM_TDB	
11	4	((("lifestyle " and "marketing") and (occasion\$2 or lifestyle))	USPAT;	2002/09/10 11:10
		and (daily adj occasions pr daily adj activities)) and (track\$3	EPO; JPO;	
		adj us\$3 or product near us\$3)	DERWENT;	
l .			IBM_TDB	
12	4	((("lifestyle " and "marketing") and (occasion\$2 or lifestyle))	USPAT;	2002/09/10 11:15
		and (daily adj occasions pr daily adj activities)) and (track\$3	EPO; JPO;	
		adj us\$3 or product\$1 near us\$3)	DERWENT;	
13		(//"life at the " and "marketing") and (appraisant) or life at the)	IBM_TDB	0000/00/40 44.45
13	1	((("lifestyle " and "marketing") and (occasion\$2 or lifestyle)) and (daily adj occasions pr daily adj activities)) and (track\$3	USPAT;	2002/09/10 11:15
		adj use or product\$1 near use or track\$3 adj usage or product	EPO; JPO; DERWENT;	
		near usage)	IBM_TDB	
14	1	(((("lifestyle " and "marketing") and (occasion\$2 or lifestyle))	USPAT:	2002/09/10 11:16
	,	and (daily adj occasions pr daily adj activities)) and (track\$3	EPO; JPO;	
		adj use or product\$1 near use or track\$3 adj usage or product	DERWENT;	
		near usage)) and (track\$3 adj us\$3 or product\$1 near us\$3)	IBM_TDB	
15	1	(((("lifestyle" and "marketing") and (occasion\$2 or lifestyle))	USPAT;	2002/09/10 12:03
		and (daily adj occasions pr daily adj activities)) and (track\$3	EPO; JPO;	
		adj use or product\$1 near use or track\$3 adj usage or product	DERWENT;	
16	_	near usage)) and (daily adj occasions or daily adj activities)	IBM_TDB	0000/00/10 15 5
16	1	((((("lifestyle " and "marketing") and (occasion\$2 or lifestyle))	USPAT;	2002/09/10 12:04
		and (daily adj occasions pr daily adj activities)) and (track\$3	EPO; JPO;	
		adj use or product\$1 near use or track\$3 adj usage or product near usage)) and (daily adj occasions or daily adj activities))	DERWENT;	
		and (promot\$3 or advertis\$5)	IBM_TDB	
17	1	((((("lifestyle " and "marketing") and (occasion\$2 or lifestyle))	USPAT;	2002/09/10 12:06
	•	and (daily adj occasions pr daily adj activities)) and (track\$3	EPO; JPO;	
	ĺ	adj use or product\$1 near use or track\$3 adj usage or product	DERWENT;	
		near usage)) and (daily adj occasions or daily adj activities))	IBM_TDB	
		and (promot\$3 or advertis\$5)) and (select\$4 near drink or		
		select\$4 adj beverages or select\$4)		

18	1	((((((("lifestyle " and "marketing") and (occasion\$2 or lifestyle)) and (daily adj occasions pr daily adj activities)) and (track\$3 adj use or product\$1 near use or track\$3 adj usage or product near usage)) and (daily adj occasions or daily adj activities)) and (promot\$3 or advertis\$5)) and (select\$4 near drink or	USPAT; EPO; JPO; DERWENT; IBM_TDB	2002/09/10 12:12
		select\$4 adj beverages or select\$4)) and (customer or user or consumer or purchaser)		
19	1	(((((((("lifestyle" and "marketing") and (occasion\$2 or lifestyle)) and (daily adj occasions pr daily adj activities)) and (track\$3 adj use or product\$1 near use or track\$3 adj usage or product near usage)) and (daily adj occasions or daily adj activities)) and (promot\$3 or advertis\$5)) and (select\$4 near drink or select\$4 adj beverages or select\$4)) and (customer or user or consumer or purchaser)) and (need or market\$3)	USPAT; EPO; JPO; DERWENT; IBM_TDB	2002/09/10 12:25
20	4	(("5526257") or ("5649114")).PN.	USPAT; US-PGPUB; EPO; JPO; DERWENT; IBM_TDB	2002/09/10 12:25
-	16	5,649,114	USPAT	2002/09/10 10:28
-	1487	(financial adj institution or financial adj organization or financial adj company) and (bank or ATM or teller adj terminal or internet adj banking or PC adj banking or statements)	USPAT	2001/10/02 18:14
-	1200	((financial adj institution or financial adj organization or financial adj company) and (bank or ATM or teller adj terminal or internet adj banking or PC adj banking or statements)) and (incentive or discount or coupon or award or reward or compensat\$4 or point or certificate or voucher or token)	USPAT	2001/10/02 19:03
-	902	(((financial adj institution or financial adj organization or financial adj company) and (bank or ATM or teller adj terminal or internet adj banking or PC adj banking or statements)) and (incentive or discount or coupon or award or reward or compensat\$4 or point or certificate or voucher or token)) and (distribut\$3 or track\$3 or redemption or redeemable or redeem\$2)	USPAT	2001/10/02 19:04
-	391	((((financial adj institution or financial adj organization or financial adj company) and (bank or ATM or teller adj terminal or internet adj banking or PC adj banking or statements)) and (incentive or discount or coupon or award or reward or compensat\$4 or point or certificate or voucher or token)) and (distribut\$3 or track\$3 or redemption or redeemable or redeem\$2)) and (manufacturer or dealer or distributor or	USPAT	2001/10/02 19:06
-	31	retailer or seller) (((((((((((((((((((((((((((((((((((USPAT	2001/10/02 19:07
-	31	((((((((((((((((((((((((((((((((((((((USPAT	2001/10/02 19:08

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-	57	(((((financial adj institution or financial adj organization or financial adj company) and (bank or ATM or teller adj terminal or internet adj banking or PC adj banking or statements)) and (incentive or discount or coupon or award or reward or compensat\$4 or point or certificate or voucher or token)) and (distribut\$3 or track\$3 or redemption or redeemable or redeem\$2)) and (manufacturer or dealer or distributor or retriiler or celler)) and (certains or distributor or redeems\$2)) and (certains or distributor or redeems\$3)) and (certains or distributor or redeems\$4).	USPAT	2001/10/02 20:48
		retailer or seller)) and (customer adj database or profile adj database or user adj database)		
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			US-PGPUB; EPO; JPO; DERWENT; IBM_TDB	
-	1404	james.in. and atm	USPAT; US-PGPUB; EPO; JPO; DERWENT;	2001/10/02 21:05
-	504	(james.in. and atm) and (games or sweepstake or draw\$3)	IBM_TDB USPAT; US-PGPUB; EPO; JPO; DERWENT;	2001/10/02 21:16
-	3	("4,815,741").PN.	IBM_TDB USPAT; US-PGPUB; EPO; JPO; DERWENT;	2001/10/02 21:17
_	1	("4,815,741").PN.	IBM_TDB USPAT	2001/10/02 21:20
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-	10 13	small.in. and (automated marketing and gaming systems).ti. (("5,056,019") or ("5,787,404") or ("re36116") or ("5,202,826") or ("5,287,268")).PN.	USPAT USPAT; US-PGPUB; EPO; JPO; DERWENT; IBM TDB	2001/10/03 14:51 2001/10/03 14:56
-	5	(("5,056,019") or ("5,787,404") or ("re36116") or ("5,202,826") or ("5,287,268")).PN.	USPAT	2001/10/03 15:47
-	6	(("5,056,019") or ("5,787,404") or ("re36116") or ("5,202,826") or ("5,287,268") or ("6,105,865")).PN.	USPAT	2001/10/03 15:48
-	10	(("5,056,019") or ("5,787,404") or ("re36116") or ("5,202,826") or ("5,287,268") or ("6,105,865") or ("5,734,838") or ("5,619,558") or ("4,815,741") or ("4,669,730")).PN.	USPAT	2001/10/03 22:11
-	12	(("5,056,019") or ("5,787,404") or ("re36116") or ("5,202,826") or ("5,287,268") or ("6,105,865") or ("5,734,838") or ("5,619,558") or ("4,815,741") or ("4,669,730") or ("5,991,736")).PN.	USPAT	2001/10/03 22:12
-	18	(("5,347,632") or ("5,459,306") or ("5,974,396") or ("5,974,399") or ("5,615,341") or ("6,055,513") or ("5,794,209") or ("6,055,573") or ("4,908,761")).PN.	USPAT; JPO; DERWENT	2001/10/08 14:22
-	754	coca-cola.as.	USPAT	2001/10/19 13:50
-	0	coca-cola.as. and (occasion adj marketing)	USPAT	2001/10/19 13:51
-	0	coca-cola.as. and (occasion adj marketing).ti.	USPAT	2001/10/19 13:52
-	0 2	coca-cola.as. and (occasion marketing).ti. ("5,649,114").PN.	USPAT USPAT;	2001/10/19 13:52 2001/10/26 11:52
-	2	(("6,233,564") or ("5,459,306")).PN. ("6,234,802").PN.	EPO USPAT USPAT	2002/03/25 14:29 2002/03/26 11:11

-	1	("5,870,716").PN.	USPAT	2002/03/26 11:11
-	1	("5,966,696").PN.	USPAT	2002/03/27 20:09

L Number	Hits	Search Text	DB	Time stamp
-	16	5,649,114	USPAT	2002/09/10 10:28
-	1487	(financial adj institution or financial adj organization or financial	USPAT	2001/10/02 18:14
		adj company) and (bank or ATM or teller adj terminal or		
		internet adj banking or PC adj banking or statements)		
-	1200	((financial adj institution or financial adj organization or	USPAT	2001/10/02 19:03
		financial adj company) and (bank or ATM or teller adj terminal		
i		or internet adj banking or PC adj banking or statements)) and		
		(incentive or discount or coupon or award or reward or		
		compensat\$4 or point or certificate or voucher or token)		
-	902	(((financial adj institution or financial adj organization or	USPAT	2001/10/02 19:04
		financial adj company) and (bank or ATM or teller adj terminal	00.7	200 11 10 10 10 10
		or internet adj banking or PC adj banking or statements)) and		
		(incentive or discount or coupon or award or reward or		
		compensat\$4 or point or certificate or voucher or token)) and		
		(distribut\$3 or track\$3 or redemption or redeemable or		
		redeem\$2)		
	391		LICDAT	2004/40/02 40:00
-	391	((((financial adj institution or financial adj organization or	USPAT	2001/10/02 19:06
		financial adj company) and (bank or ATM or teller adj terminal		
		or internet adj banking or PC adj banking or statements)) and		
		(incentive or discount or coupon or award or reward or		
		compensat\$4 or point or certificate or voucher or token)) and		
		(distribut\$3 or track\$3 or redemption or redeemable or		
		redeem\$2)) and (manufacturer or dealer or distributor or		
		retailer or seller)		
-	31	((((((financial adj institution or financial adj organization or	USPAT	2001/10/02 19:07
		financial adj company) and (bank or ATM or teller adj terminal		
İ		or internet adj banking or PC adj banking or statements)) and		
		(incentive or discount or coupon or award or reward or		
		compensat\$4 or point or certificate or voucher or token)) and		
		(distribut\$3 or track\$3 or redemption or redeemable or		
		redeem\$2)) and (manufacturer or dealer or distributor or		
		retailer or seller)) and (customer adj database or profile adj		
		database or user adj database)) and (central adj computer or		
		server or mainn adj computer or central adj site)		
-	31	((((((financial adj institution or financial adj organization or	USPAT	2001/10/02 19:08
		financial adj company) and (bank or ATM or teller adj terminal		
		or internet adj banking or PC adj banking or statements)) and		
		(incentive or discount or coupon or award or reward or		
		compensat\$4 or point or certificate or voucher or token)) and		
		(distribut\$3 or track\$3 or redemption or redeemable or		
		redeem\$2)) and (manufacturer or dealer or distributor or		
		retailer or seller)) and (customer adj database or profile adj		
		database or user adj database)) and (central adj computer or		
		server or mainn adj computer or central adj site)) and (account		
		or ID or identification or identif\$4 or subscrib\$3 or member\$4)		
_	1	(((((((financial adj institution or financial adj organization or	USPAT	2001/10/02 18:38
	'	financial adj company) and (bank or ATM or teller adj terminal	USFAI	2001/10/02 10.36
		or internet adj banking or PC adj banking or statements)) and		
		(incentive or discount or coupon or award or reward or		
		compensat\$4 or point or certificate or voucher or token)) and		
		(distribut\$3 or track\$3 or redemption or redeemable or		•
		redeem\$2)) and (manufacturer or dealer or distributor or		
		retailer or seller)) and (customer adj database or profile adj		
		database or user adj database)) and (central adj computer or		
		server or mainn adj computer or central adj site)) and (account		
		or ID or identification or identif\$4 or subscrib\$3 or member\$4)		
) and (central adj database or central adj storage)		
-	629	((financial adj institution or financial adj organization or	USPAT	2001/10/02 19:04
	İ	financial adj company) and (bank or ATM or teller adj terminal		
		or internet adj banking or PC adj banking or statements)) and		
		(incentive or discount or coupon or award or reward or		
		compensat\$4 or certificate or voucher)		i

t/ _	129	(((financial adj institution or financial adj organization or financial adj company) and (bank or ATM or teller adj terminal or internet adj banking or PC adj banking or statements)) and (incentive or discount or coupon or award or reward or compensat\$4 or certificate or voucher)) and (redemption or redeemable or redeem\$2)	USPAT	2001/10/02 19:05
-	79	((((financial adj institution or financial adj organization or financial adj company) and (bank or ATM or teller adj terminal or internet adj banking or PC adj banking or statements)) and (incentive or discount or coupon or award or reward or compensat\$4 or certificate or voucher)) and (redemption or redeemable or redeem\$2)) and (manufacturer or dealer or distributor or retailer or seller)	USPAT	2001/10/02 19:06
-	8	(((((((financial adj institution or financial adj organization or financial adj company) and (bank or ATM or teller adj terminal or internet adj banking or PC adj banking or statements)) and (incentive or discount or coupon or award or reward or compensat\$4 or certificate or voucher)) and (redemption or redeemable or redeem\$2)) and (manufacturer or dealer or distributor or retailer or seller)) and (customer adj database or profile adj database or user adj database)) and (central adj	USPAT	2001/10/02 19:07
-	8	computer or server or mainn adj computer or central adj site) ((((((((financial adj institution or financial adj organization or financial adj company) and (bank or ATM or teller adj terminal or internet adj banking or PC adj banking or statements)) and (incentive or discount or coupon or award or reward or compensat\$4 or certificate or voucher)) and (redemption or redeemable or redeem\$2)) and (manufacturer or dealer or distributor or retailer or seller)) and (customer adj database or profile adj database or user adj database)) and (central adj computer or server or mainn adj computer or central adj site)) and (account or ID or identification or identif\$4 or subscrib\$3	USPAT	2001/10/02 19:09
-	8	or member\$4) (((((((((((((((((((((((((((((((((((USPAT	2001/10/02 19:15
-	0	((((((((((((((((((((((((((((((((((((((USPAT	2001/10/02 19:16

۸'				
-	7	((((((((((((((((((((((((((((((((((((((USPAT	2001/10/02 19:19
		or internet adj banking or PC adj banking or statements)) and		
		(incentive or discount or coupon or award or reward or		
		compensat\$4 or certificate or voucher)) and (redemption or		
		redeemable or redeem\$2)) and (manufacturer or dealer or		
		distributor or retailer or seller)) and (customer adj database or		
		profile adj database or user adj database)) and (central adj		
		computer or server or mainn adj computer or central adj site))		
		and (account or ID or identification or identif\$4 or subscrib\$3		
		or member\$4)) and (distribut\$3 or track\$3 or analysis or		
		analyz\$2)) and (activity or transaction or demographics or		
		demographic adj data or demographic adj profile)) and		
		(category or categoriz\$2 or level)		
-	2	((((((((((((((((((((((((((((((((((((((USPAT	2001/10/02 19:21
		financial adj company) and (bank or ATM or teller adj terminal		
		or internet adj banking or PC adj banking or statements)) and		
		(incentive or discount or coupon or award or reward or		
:		compensat\$4 or certificate or voucher)) and (redemption or		
		redeemable or redeem\$2)) and (manufacturer or dealer or		
		distributor or retailer or seller)) and (customer adj database or		
		profile adj database or user adj database)) and (central adj computer or server or mainn adj computer or central adj site))		
		and (account or ID or identification or identif\$4 or subscrib\$3		
		or member\$4)) and (distribut\$3 or track\$3 or analysis or		
		analyz\$2)) and (activity or transaction or demographics or		
		demographic adj data or demographic adj profile)) and		
		(category or categoriz\$2 or level)) and (ACH or automated adj		
		clearinghouse)		
-	8	(((((((financial adj institution or financial adj organization or	USPAT	2001/10/02 19:56
		financial adj company) and (bank or ATM or teller adj terminal		
		or internet adj banking or PC adj banking or statements)) and		
		(incentive or discount or coupon or award or reward or		
		compensat\$4 or certificate or voucher)) and (redemption or		
		redeemable or redeem\$2)) and (manufacturer or dealer or		
		distributor or retailer or seller)) and (customer adj database or		
		profile adj database or user adj database)) and (central adj		
		computer or server or mainn adj computer or central adj site))		
		and (account or ID or identification or identif\$4 or subscrib\$3 or member\$4)) and (distribut\$3 or track\$3 or analysis or		
		analyz\$2)		
<u>-</u>	22	(((((financial adj institution or financial adj organization or	USPAT	2001/10/02 20:17
		financial adj company) and (bank or ATM or teller adj terminal	031 71	2001/10/02 20.17
		or internet adj banking or PC adj banking or statements)) and		
		(incentive or discount or coupon or award or reward or		
		compensat\$4 or certificate or voucher)) and (redemption or		
		redeemable or redeem\$2)) and (manufacturer or dealer or		
		distributor or retailer or seller)) and (customer adj database or		
		profile adj database or user adj database)		
-	57	(((((financial adj institution or financial adj organization or	USPAT	2001/10/02 20:48
		financial adj company) and (bank or ATM or teller adj terminal	1	
		or internet adj banking or PC adj banking or statements)) and		
		(incentive or discount or coupon or award or reward or	1	
		compensat\$4 or point or certificate or voucher or token)) and		
		(distribut\$3 or track\$3 or redemption or redeemable or		
		redeem\$2)) and (manufacturer or dealer or distributor or		
		retailer or seller)) and (customer adj database or profile adj		
_	229067	database or user adj database) james.in.	USPAT;	2001/10/02 21:04
	223001	james.iii.	US-PGPUB;	2001/10/02 21.04
			EPO; JPO;	
			DERWENT;	
			IBM_TDB	
.	1404	james.in. and atm	USPAT;	2001/10/02 21:05
		•	US-PGPUB;	
			EPO; JPO;	
			DERWENT;	
			IBM_TDB	
· · · · · · · · ·	- 0/40/00	10:30:35 AM Page 3		

4.				
¥ -	504	(james.in. and atm) and (games or sweepstake or draw\$3)	USPAT,	2001/10/02 21:16
			US-PGPUB;	
			EPO; JPO;	
			DERWENT;	
			IBM_TDB	
-	3	("4,815,741").PN.	USPAT;	2001/10/02 21:17
		*	US-PGPUB;	
			EPO; JPO;	
			DERWENT;	
			IBM TDB	
-	1	("4,815,741").PN.	USPAT	2001/10/02 21:20
-	1536	small.in.	USPAT:	2001/10/02 21:21
			US-PGPUB;	
	ļ		EPO; JPO;	
			DERWENT;	
			IBM_TDB	
_	29	small.in. and (automated marketing and gaming systems).ti.	USPAT:	2001/10/02 21:23
		dia (additionated marketing and gaming dystems).a.	US-PGPUB;	2001/10/02 21.20
-			EPO; JPO;	
1	ŀ		DERWENT;	
			IBM TDB	
_	10	small.in. and (automated marketing and gaming systems).ti.	USPAT	2001/10/03 14:51
_	13	(("5,056,019") or ("5,787,404") or ("re36116") or ("5,202,826")	USPAT:	2001/10/03 14:56
	"	or ("5,287,268")).PN.	US-PGPUB;	2001/10/03 14.30
		Of (3,207,200)).1 N.	EPO; JPO;	
			DERWENT:	
			IBM TDB	
	5	(("5,056,019") or ("5,787,404") or ("re36116") or ("5,202,826")	USPAT	2001/10/03 15:47
	"	or ("5,287,268")).PN.	USFAI	2001/10/03 13:47
1_	6	(("5,056,019") or ("5,787,404") or ("re36116") or ("5,202,826")	USPAT	2001/10/03 15:48
	"	or ("5,287,268") or ("6,105,865")).PN.	USFAI	2001/10/03 13.46
1_	10	(("5,056,019") or ("5,787,404") or ("re36116") or ("5,202,826")	USPAT	2001/10/03 22:11
		or ("5,287,268") or ("6,105,865") or ("5,734,838") or	USFAI	2001/10/03 22.11
		("5,619,558") or ("4,815,741") or ("4,669,730")).PN.		
1_	12	(("5,056,019") or ("5,787,404") or ("re36116") or ("5,202,826")	USPAT	2004/40/02 22:42
	'2	or ("5,287,268") or ("6,105,865") or ("5,734,838") or	USFAI	2001/10/03 22:12
		(5,619,558") or ("4,815,741") or ("4,669,730") or ("5,923,016")		
		or ("5,991,736")).PN.		
<u> </u>	18	(("5,347,632") or ("5,459,306") or ("5,974,396") or	USPAT:	2001/10/09 14:22
-	"	((3,347,332)) or ((5,439,300)) or ((5,974,390)) or ((5,794,209"))	,	2001/10/08 14:22
-		or ("6,055,573") or ("4,908,761")).PN.	JPO;	
	754	or (6,055,575) or (4,906,761)).PN.	DERWENT	0004 (40 (40 40 50
[]	754		USPAT	2001/10/19 13:50
-	0	coca-cola.as. and (occasion adj marketing)	USPAT	2001/10/19 13:51
1	0	coca-cola.as. and (occasion adj marketing).ti.	USPAT	2001/10/19 13:52
-	-	coca-cola.as. and (occasion marketing).ti.	USPAT	2001/10/19 13:52
-	2	("5,649,114").PN.	USPAT;	2001/10/26 11:52
		//!!C 222 EC 4!!\ ~~ (!!E 4EO 20C!!\\ DN	EPO	000000000000000000000000000000000000000
-	2	(("6,233,564") or ("5,459,306")).PN.	USPAT	2002/03/25 14:29
-	1	("6,234,802").PN.	USPAT	2002/03/26 11:11
1-	1	("5,870,716").PN.	USPAT	2002/03/26 11:11
<u> </u>	1	("5,966,696").PN.	USPAT	2002/03/27 20:09